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(54) Title: A LABEL**(57) Abstract**

A composite label (1) including a first layer (5) of printed polyester for displaying information at a first major surface (2) of the label and a second layer (7) including material having a density less than the polyester for presenting information at a second major surface (3) of the label, the second layer including a removable portion (8) arranged to be separated from the label and secured to another object. Preferably, the material of the second layer comprises polypropylene and includes an adhesive (40) on one side thereof for securing the removable portion to the first layer and the first layer includes a release coating (38) to facilitate removal of the portion therefrom, the adhesive and release coating providing a release strength factor of between 17 grams force/50 mm and 30 grams force/50 mm. In an alternative arrangement, the label (1) may be provided with a clear polyester forming the first layer and the second layer may include a clear polypropylene with a plurality of overlaid print layers applied thereto for displaying information to both sides for the label.

